



# DRAFT

## Downtown Springdale **MASTER PLAN**

DRAFT PLAN DOCUMENT  
November 30, 2015

Prepared by **H3** Studio

*for the*

**CITY OF SPRINGDALE &  
DOWNTOWN SPRINGDALE ALLIANCE**

## Acknowledgements



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**01**

**INTRODUCTION  
& EXECUTIVE SUMMARY**





AERIAL PHOTOGRAPH OF THE DOWNTOWN SPRINGDALE PLANNING AREA

## Downtown Springdale Vision

*That Downtown Springdale will once again become “the Main Street of Northwest Arkansas”; a thriving, clean, friendly, and attractive downtown; creating a more productive business and community environment; and preserving and enhancing the downtown character.*

## Introduction

Downtown Springdale stands at a crossroads. In the past, it has suffered from disinvestment, negative perceptions, and has not achieved the success that Northwest Arkansas’ other downtowns have enjoyed. Today, however, Downtown Springdale stands perched upon a groundswell of momentum for revitalization.

This momentum is seen in the recently-completed Razorback Greenway, a regional trail that brings Northwest Arkansas residents to a place that many have never before visited. It is seen in the thriving tacquerias that are owned by and serve the largest Hispanic population in Arkansas. It is seen in Springdale philanthropist Walter Turnbow and the Downtown park which bears his name. It is seen in Tyson Food’s project to renovate its historic headquarters and build the first new offices Downtown in over 20 years. It is seen in the young homeowners and families that have moved into Downtown Springdale and are leading a grassroots effort to bring Downtown back, one house at a time.

The Plan builds upon this momentum to transform Downtown Springdale into a unique, authentic, and vibrant center of commerce and creativity. What was forgotten will once again become the “Main Street of Northwest Arkansas”.

*The story of Downtown Springdale is not over. The story of Downtown Springdale is just beginning!*

## Project Objective

This Plan will serve as the roadmap for the revitalization of Downtown Springdale. Successful Downtowns must maintain a vibrant mix of residential, retail, commercial, dining, entertainment, medical, and public uses. These assets will be positioned in a walkable environment that enhances Springdale's economy, quality of life, and sense of place; and be structured to capitalize on the Razorback Greenway as the center of downtown. The planning process for Downtown Springdale is structured to achieve the following objectives:

- » **BUILD FROM STRENGTH** by capitalizing on existing Downtown assets to maximize the positive impact of the Plan and facilitate its implementation.
- » **PLAN FOR COMPLETE COMMUNITIES** that are vibrant, comprehensively sustainable, build social capital, and provide equitable opportunities for all citizens.
- » **LEVERAGE PUBLIC INVESTMENTS** to attract developers, and clear the path for additional private investments.
- » **PROVIDE VISIONARY AND IMPLEMENTABLE SOLUTIONS** that are market-based, community-supported, and position Downtown Springdale for success.

## ENGAGEMENT

### Stakeholder Interviews

July 13-16, 2015

*Springdale Municipal Center*

### Public Meeting #1 & Community Kick-Off

July 20-22, 2015

*Arts Center of the Ozarks*

### Focus Group Work Sessions

August 17-20, 2015

*Springdale Municipal Center*

### Community Planning Charrette Week

September 14-18, 2015

*Arts Center of the Ozarks*

### Planning & Zoning Commission

#### Draft Plan Presentation

October 20, 2015

*Springdale Municipal Center*

### Planning & Zoning Commission

#### Draft Plan Public Hearing

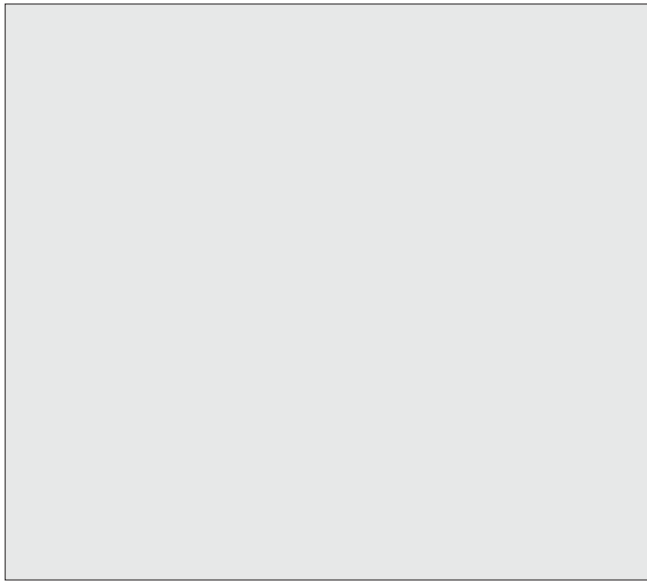
December 15, 2015

*Springdale Municipal Center*

### City Council Adoption

December 16, 2015

*Springdale Municipal Center*



CAPTION

*Over **300**  
Downtown  
residents and  
stakeholders  
have engaged in  
the planning  
process, with over  
**480**  
points of contact!.*

## *Creating the Plan*

This Plan is the product of a robust and comprehensive public outreach and engagement process, conducted over the course of eight (8) months. This process was designed to effectively access and utilize the knowledge and expertise of Downtown Springdale residents and stakeholders to create a vision for an authentic, vibrant, and holistically-sustainable Downtown. In addition to ongoing, issues-based meetings and community outreach, the Downtown Springdale Master Plan utilized five (5) key engagement initiatives.

- » **Stakeholder Interviews:** 23 individual Downtown stakeholders were engaged in a series of 18 individual and small-group interviews.
- » **Public Workshops & Community Planning Charrette:** The Project Team conducted four (4) public planning workshops and a week-long, on-site community planning charrette, in which approximately 340 individuals participated.
- » **Downtown Springdale Steering Committee:** Comprised of 10 members representing various Downtown stakeholder groups, the Steering Committee met three (3) times throughout the planning process to provide targeted feedback and direction.
- » **Focus Group Work Sessions:** Approximately 65 individuals participated in a series of nine (9) targeted focus group meetings to review key issues and ideas.
- » **City Technical Committee Meetings:** 10 City department heads participated in two (2) review plan review sessions.
- » **Elected Officials:** The Project Team met one-on-one with eight (8) City Council members.

Over 300 Downtown residents and stakeholders participated in this process, through which the Downtown Springdale Master Plan was created. This Plan represents the Springdale community's consensus vision for Downtown Springdale!





BASE MAP OF STUDY AREA

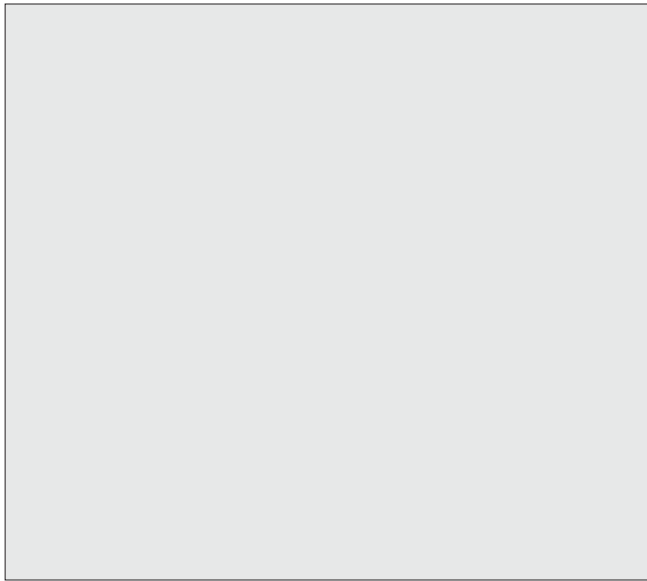
#### ■ ■ ■ ■ Planning Area Boundary

- North Thompson Street/U.S. 71-B to the west
- Quandt Avenue to Holcombe Street to Caudle Avenue to the south
- Old Missouri Road/Highway 265 to the east
- Huntsville Avenue to the north

AERIAL PHOTOGRAPH OF STUDY AREA



*These maps represent the existing conditions of the Downtown Springdale Study Area.*



CAPTION

## *Structure of the Plan*

The Downtown Springdale Master Plan is organized into the follow

1. **Executive Summary:** This section describes the objective of the Downtown Springdale Master Plan and provides an overview of the Plan's key principles. (Refer to pages 5-11.)
2. **Revitalization Framework & Urban Design Plan:** The *Revitalization Framework Plan* provides the geographic framework to guide ongoing and future revitalization efforts within the Downtown Area. It is comprised of twelve (12) Revitalization Principles, which describe specific development strategies and activities and are summarized on the facing page. The Urban Design Plan illustrates the specific proposals of the Downtown Revitalization Principles and Framework Plan. In addition, it provides Detail Area Plans and options for key development initiatives. (Refer to pages 13-45.)
3. **Implementation Plan:** The *Implementation Plan* provides recommended implementation phasing, describes key *Early Action Items* to be completed in the next six (6) to 12 months, and summarizes the various project initiatives in a comprehensive *Implementation Phasing* strategy. (Refer to pages 47-54.)

This structure results in a Master Plan document that is visionary, concise, and clearly outlines Springdale's goals and aspirations for the future of Downtown. The Implementation Plan describes, in detail, the tools and activities that will help to make this vision a reality.

**PRINCIPLE #1**

*Improve the regional accessibility of Downtown Springdale.*

**PRINCIPLE #2**

*Establish an expanded "Main Street" Downtown Core along Emma Avenue.*

**PRINCIPLE #3**

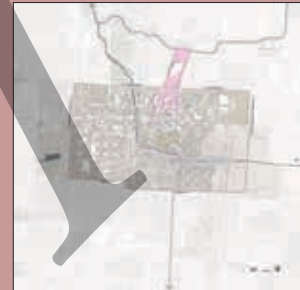
*Create a central public gathering space on Emma Avenue.*

**PRINCIPLE #4**

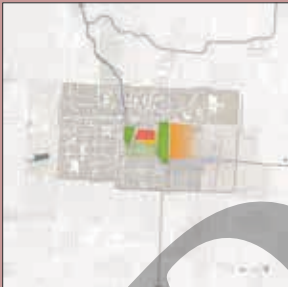
*Create a new municipal & civic district as a gateway to Downtown.*

**PRINCIPLE #5**

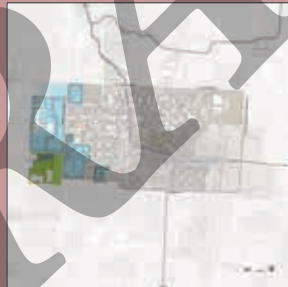
*Continue support for existing institutions like the Jones Center for Families.*

**PRINCIPLE #6**

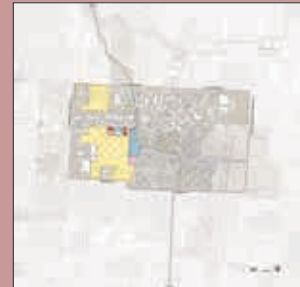
*Stabilize and retain key assets by building a mixed-use office core north of Emma.*

**PRINCIPLE #7**

*Expand and reconfigure Luther George Park as a major downtown amenity.*

**PRINCIPLE #8**

*Re-imagine Thompson Street as a major civic & institutional "green boulevard".*

**PRINCIPLE #9**

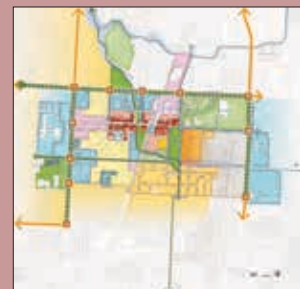
*Develop a mixed use Downtown arts, culture, and education district.*

**PRINCIPLE #10**

*Develop new Downtown housing and improve existing housing assets.*

**PRINCIPLE #11**

*Implement programming & policy initiatives to support Downtown Springdale.*

**PRINCIPLE #12**

*Expand the impact of the Downtown Springdale Alliance and other organizations.*



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02

## **REVITALIZATION FRAMEWORK & URBAN DESIGN PLAN**

**T**he Downtown Springdale Master Plan articulates the community’s vision for the future of Downtown Springdale and provides a variety of tools, programming and policy recommendations, and physical development initiatives to achieve this vision. The Revitalization Principles, Revitalization Framework Plan, and Urban Design Plan presented in this chapter illustrate the “place-based” physical and geographic recommendations of the Master Plan. These recommendation serve to transform Downtown Springdale into the vibrant, regional downtown that it once was and will be again.





The Downtown Revitalization Framework Plan is the physical realization of the Springdale community's Vision for the future. This plan provides the geographic framework to guide ongoing and future revitalization efforts within the Downtown Area. The Revitalization Framework describes the place-based initiatives—the “where”—that will work to achieve that Community Vision—the “what”. The Downtown Revitalization Framework addresses the priority issues identified by the

The Downtown Revitalization Framework is comprised of twelve (12) Revitalization Principles, which consist of specific development strategies and activities. These principles are presented in detail on the following pages.

## ***Downtown Revitalization Principles***

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1. **Improve the Regional Accessibility of the Downtown Springdale.**

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2. **Establish an expanded “Main Street” Downtown Core on Emma Avenue.**

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3. **Create a central public gathering space on Emma Avenue.**

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4. **Build a new municipal & civic district and gateway to Downtown.**

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5. **Support the continued development and the existing programs and activities of the Jones Center for Families.**

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6. **Stabilize and retain key assets by building a mixed-use office core in Downtown.**

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7. **Expand Luther George Park as a major Downtown amenity linked to Emma Avenue and surrounding.**

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8. **Re-imagine North Thompson Street as a major civic and institutional “green boulevard” and reconnect Maple Avenue.**

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9. **Develop a mixed-use Downtown arts, culture & education district and connect Murphy Park to Luther George Park along Maple Avenue.**

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10. **Develop new Downtown housing and improve existing housing in established residential neighborhoods.**

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11. **Implement programming initiatives to support Downtown residents, businesses, and property owners.**

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12. **Expand the impact of the Downtown Springdale Alliance and other organizations.**



## *Principle #1*

LET'S IMPROVE THE **REGIONAL ACCESSIBILITY** OF THE DOWNTOWN SPRINGDALE BY...

- Redeveloping North Thompson Street (U.S. 71-B), West Huntsville Avenue, and Old Missouri Road (Highway 265) as major Context Sensitive Walkable Thoroughfares based upon ITE standards.
- Creating new, identifiable entrance gateways into Downtown from North Thompson Street, West Huntsville Avenue and Old Missouri Road.



## *Principle #2*

LET'S ESTABLISH AN **EXPANDED "MAIN STREET"** DOWNTOWN CORE BY...

- Expanding and developing East Emma Avenue as Downtown's "Main Street", featuring ground floor retail and hospitality businesses between North Thompson Street (to the west) and Park Street/ Berry Street (to the east).
- Providing multiple connections from East Emma Avenue to Downtown Springdale's perimeter Boulevards.
- Calming the traffic flow on East Emma Avenue, prohibiting truck traffic, and creating a great, walkable, outdoor dining and entertainment street.
- Developing a ground floor retail and merchandizing strategy for East Emma Avenue.
- Increasing the number and diversity of international and culturally-relevant restaurants and events.
- Ensuring sufficient and properly-located Downtown parking.





### *Principle #3*

LET'S CREATE A **CENTRAL PUBLIC GATHERING SPACE** ON **EMMA AVENUE** BY...

- Continuing the revitalization of Shiloh Square, Water Turnbow Park, and the Arkansas-Missouri Railroad Station.
- Expanding Walter Turnbow Park south of Emma Avenue along the Razorback Greenway and developing it as a vibrant, regionally-relevant sculpture park and public plaza with a "front door" onto Emma Avenue
- Creating "active" public facades for all buildings facing Shiloh Square and Walter Turnbow Park.
- Developing a program of seasonal and international cultural events to bring local residents and visitors together.
- Capitalizing on the Razorback Greenway and providing amenities for greenway users.



### *Principle #4*

LET'S BUILD A NEW **MUNICIPAL & CIVIC DISTRICT** AND GATEWAY TO DOWNTOWN BY...

- Planning the expansion of the existing Springdale Municipal Campus (City Hall and Police Department facilities) to form a major entrance to Downtown at Spring Street from West Huntsville Avenue.
- Including in the district plan the Shiloh Museum, First United Methodist Church, and North Main Street
- Planning the new district with linkages to Shiloh Memorial Park, Bluff Cemetery, and the Razorback Greenway.



## Principle #5

LET'S SUPPORT THE CONTINUED DEVELOPMENT AND THE EXISTING PROGRAMS AND ACTIVITIES OF THE **JONES CENTER FOR FAMILIES** BY...

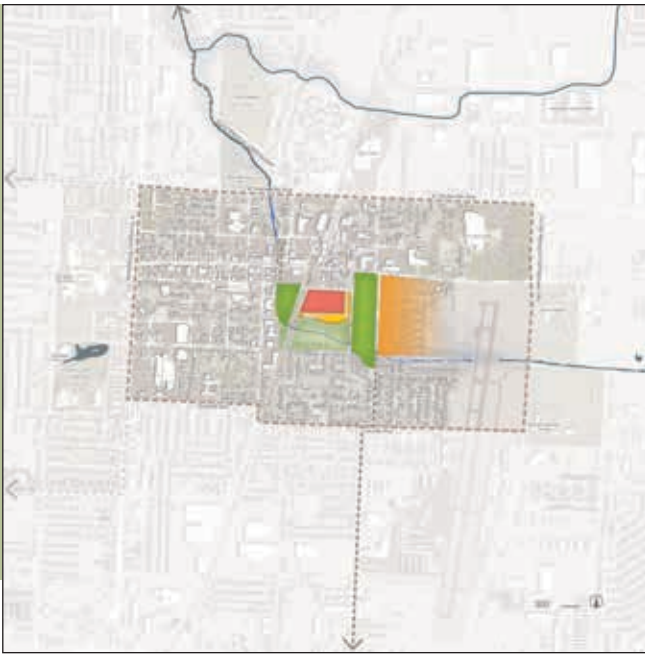
- Enhancing Jones Center Campus with expanded facilities for education, outdoor recreation activities, and active recreational programs.
- Working with the Jones Center to develop a master plan for the existing housing in the southeast quadrant of the area at Berry Street and West Huntsville Avenue.
- Developing an improved streetscape on East Emma Avenue.
- Facilitating connections to adjacent institutions, educational facilities, and job training programs including: the Springdale Municipal Airport; Northwest Technical Institute; Parson's Stadium; Jones Elementary School; Robert E. Lee Elementary School; and others.

## Principle #6

LET'S STABILIZE AND RETAIN KEY ASSETS BY **BUILDING A MIXED USE OFFICE CORE** IN DOWNTOWN BY...

- Building upon the investment of Tyson Foods, Inc. in their new Emma Avenue facilities.
- Redeveloping existing warehouse and light industrial properties north of Emma Avenue and south of the Tyson Berry Street Plant.
- Implementing landscape beautification initiatives, green infrastructure, and urban design best practices.





## *Principle #7*

LET'S EXPAND **LUTHER GEORGE PARK** AS A MAJOR DOWNTOWN AMENITY LINKED TO EMMA AVENUE AND SURROUNDING NEIGHBORHOODS BY...

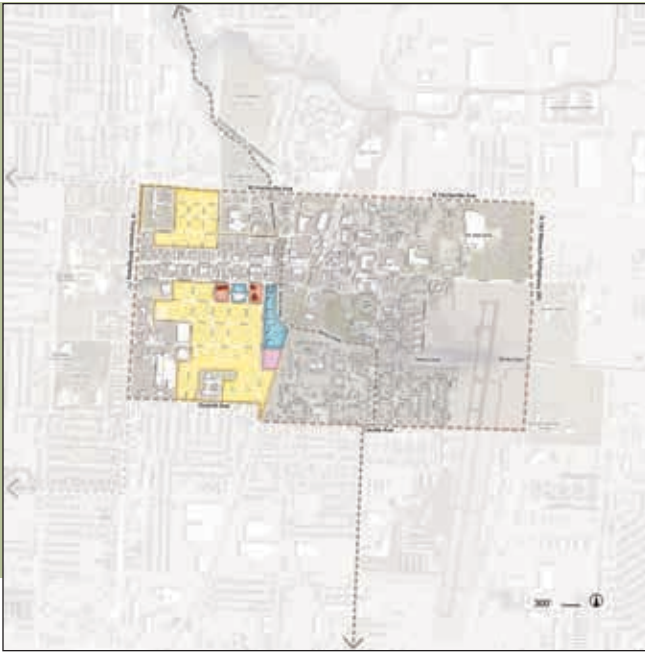
- Expanding Luther George Park south to East Maple Avenue and north to East Emma Avenue to link Downtown neighborhoods to "main street".
- Providing a major entrance to Luther George Park and the Razorback Greenway on East Emma Avenue.
- Extending Water Street south to East Maple Avenue to provide four (4) public faces to Luther George Park.
- Facilitating the mixed-use redevelopment of the park's facing edges, including new housing.
- Adding necessary storm water retention and infrastructure for water quality improvement.
- Providing environmental and ecological education opportunities for all ages.



## *Principle #8*

LET'S RE-IMAGINE **NORTH THOMPSON STREET** AS A MAJOR CIVIC AND INSTITUTIONAL "**GREEN BOULEVARD**" AND RECONNECT MAPLE AVENUE BY...

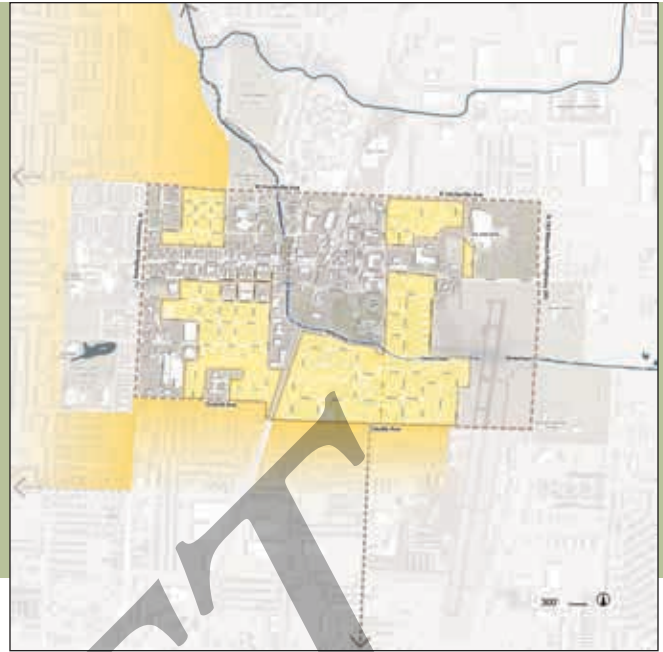
- Connecting East Maple and West Maple Avenue across the Arkansas-Missouri Railroad tracks as a key pedestrian and bike corridor.
- Enhancing the character of the Northwest Medical Center's campus on North Thompson Street.
- Enhancing the presence and visibility of Springdale High School's campus on North Thompson Street.
- Linking Downtown to the Springdale Public Library and Murphy Park, east of North Thompson Street.



## *Principle #9*

LET'S DEVELOP A MIXED-USE **DOWNTOWN ARTS, CULTURE & EDUCATION DISTRICT** AND CONNECT MURPHY PARK TO LUTHER GEORGE PARK ALONG MAPLE AVENUE BY...

- Building upon the Arts Center of the Ozarks (ACO) and the new Ozark Montessori School.
- Providing enhanced streetscape connections from the district north to Emma Avenue.
- Expanding outdoor events and educational programs.
- Developing cross-programming opportunities with Emma Avenue businesses.
- Facilitating the creation of mixed-use artist housing through block-by-block redevelopment.
- Establishing a key Downtown gateway on North Thompson Street at Maple Avenue.



## *Principle #10*

LET'S DEVELOP **NEW DOWNTOWN HOUSING** AND IMPROVE EXISTING HOUSING IN ESTABLISHED RESIDENTIAL NEIGHBORHOODS BY...

- Develop new and diversified housing in and adjacent to downtown.
- Capitalize on and provide "eyes on the park" by developing new housing that overlooks Luther George Park, Spring Creek, and the Razorback Greenway.
- Develop new housing on Berry Street overlooking the enhanced Jones Center campus.
- Work with the Springdale Housing Authority to stabilize and improve existing public housing.
- Facilitate and encourage maintenance, repair of, and improvements to existing housing stock.
- Provide a public improvements program for residential streets.



## *Principle #11*

LET'S IMPLEMENT **PROGRAMMING INITIATIVES** TO SUPPORT DOWNTOWN RESIDENTS, BUSINESSES, AND PROPERTY OWNERS, INCLUDING A...

- Safety and maintenance program;
- Lighting, signage and branding program;
- Downtown marketing and public relations program, utilizing: print, web and social media;
- Public Works Program, including: landscaping, green infrastructure, all utility services, and smart technology;
- Walkability and bikeability improvement initiative; and
- Expanded youth and family programs.

## *Principle #12*

LET'S EXPAND THE IMPACT OF THE **DOWNTOWN SPRINGDALE ALLIANCE** AND OTHER ORGANIZATIONS BY...

- Establishing a Downtown community-based development organization (CBDO) or community development corporation (CDC).
- Creating a Downtown National Register Historic District to allow property owners and homeowners to access federal and state historic preservation tax credits.
- Supporting the strategic plan and vision of the Downtown Springdale Alliance for Downtown revitalization.

## *Downtown Springdale Urban Design Plan*

The Urban Design Plan for Downtown Springdale illustrates the specific proposals of the Downtown Revitalization Principles and Framework Plan. The Urban Design Plan sets forth detailed infrastructure, landscape, public space, and public works initiatives to shape the public realm of Downtown Springdale. The Urban Design Plan also illustrates typical recommended building and development scenarios for private investment. This includes new building on infill sites and large scale redevelopment opportunities. In addition, all current proposed and ongoing development projects are illustrated. The Urban Design Plan was developed during the Springdale Community Planning Charrette with ongoing review and input of the community and Downtown stakeholders.

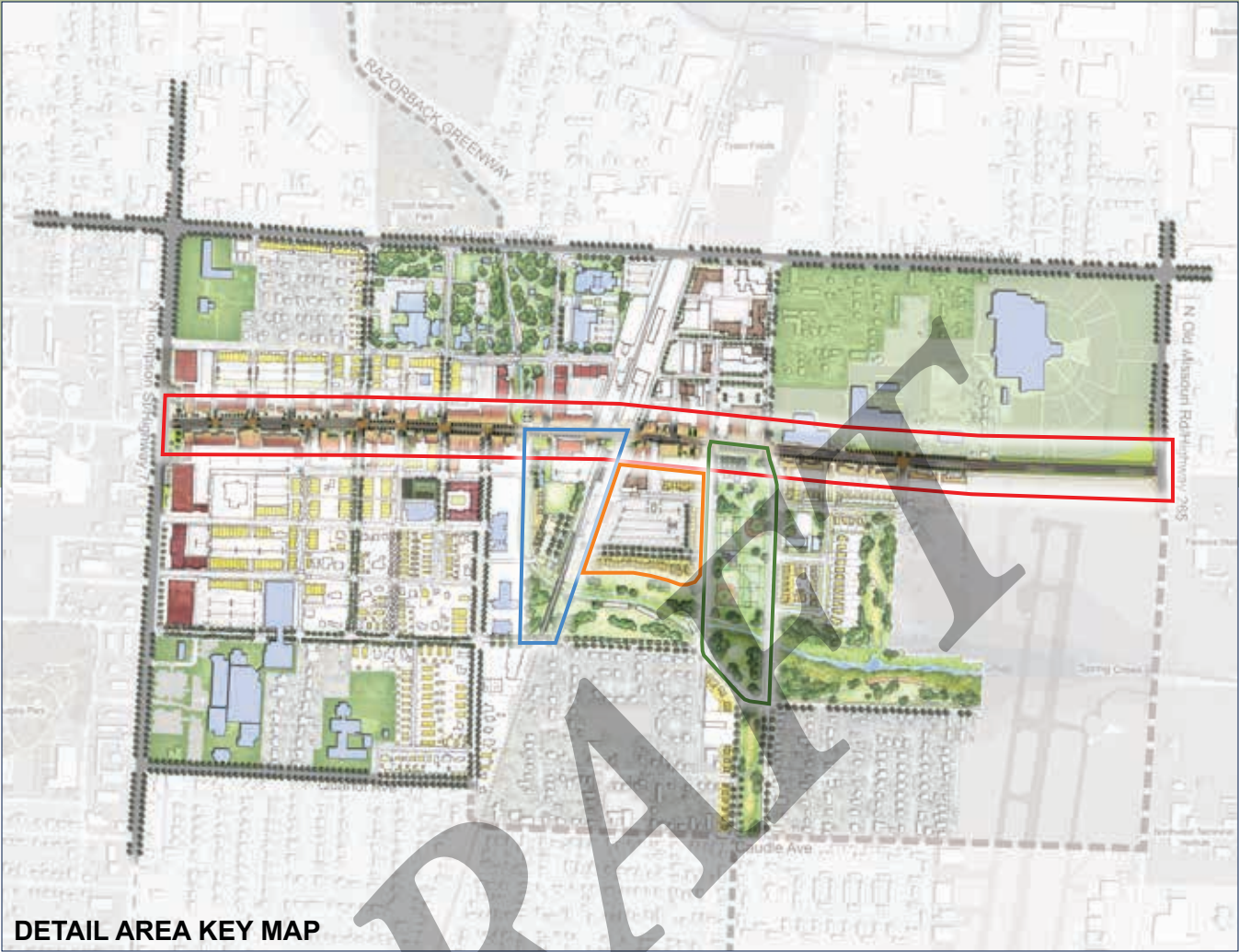
It is important to note that the Urban Design Plan is a Master Plan and not a detailed development proposal, capital improvements plan, or public works plan. Therefore, the recommendations illustrated should serve as a policy guideline in the evaluation of future development proposals and capital improvement projects. As illustrated, the Downtown Springdale shows recommended physical development initiatives designed to achieve the Revitalization Principles and Framework. It is expected that, when finally implemented, variations from the Urban Design Plan will exist.

In addition to the Urban Design of overall Downtown planning area, the Urban Design Plan includes four (4) Detail Area Plans. These Detail Areas represent public space and infrastructure improvements that are especially important to implementation of the Plan. They include:

- **Emma Avenue Streetscape Improvements:** Presented in detail on pages 26-37, the Plan sets forth a detailed public space design for the entire length of Emma Avenue from North Thompson Street to Old Missouri Road.
- **Turnbow Park & Sculpture Playground:** Described on pages 40-41, the Plan provides key recommendations and options for creating a central public gathering space and “town square” on Emma Avenue.
- **Luther George Park:** Described on pages 42-43, the Plan provides recommendations and options for the expansion and reconfiguration of Luther George Park.
- **Parkside Housing Development:** Described on pages 44-45, the Plan provides recommendations on new Downtown housing to be developed along the edges of Luther George Park and Spring Creek.

The Urban Design Plan and Detail Areas are summarized on the facing page and presented in detail on the following pages.





DETAIL AREA KEY MAP

MAP KEY

-  Emma Avenue Streetscape Improvements Detail Area.
-  Turnbow Park & Sculpture Playground Detail Area
-  Luther George Park Detail Area
-  Parkside Housing Development Detail Area

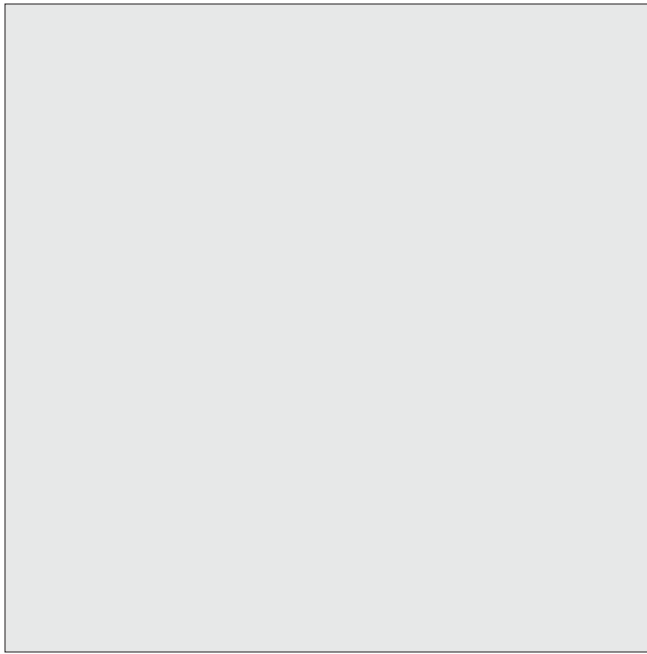




## *Downtown Springdale Urban Design Plan*







## Focus Area

### *Emma Avenue Streetscape*

Emma Avenue is both the physical and cultural heart of Springdale. As the City's historic commercial center—"the Main Street of Northwest Arkansas"—Emma Avenue was the center of civic and commercial life. Today, Emma Avenue remains Springdale's most important public space.

The Downtown Springdale Master Plan builds upon the momentum of the Razorback Greenway and Walter Turnbow Park to recreate a vibrant "main street" for the City of Springdale. This revitalized main street—Emma Avenue—will not only be an amenity for the citizens of Springdale. Like the other regional downtowns of Fayetteville, Bentonville, and Rogers, Emma Avenue and Downtown Springdale will be regionally-positioned and regionally-relevant to attract visitors and patrons from across Northwest Arkansas.



Emma Avenue is divided into five (5) key districts, each with a unique character and existing conditions. They include:

- **West Emma**, designed to accommodate a variety of free-standing building types of various eras, heights, and setbacks.
- **Downtown Center**, providing a multi-use, primary commercial street that supports outdoor sidewalk dining, sidewalk retail opportunities, and pedestrian-centric fairs and events.
- **Tyson District**, designed to support the new office and retail uses of Tyson Foods new **Downtown Springdale facility**.
- **Jones Center district (D-1 and D-2)**, designed as an urban boulevard to support both a variety of mixed-use residential and institutional uses. The adjacency of Springdale Municipal Airport dictates different streetscape principles within this district.

The Emma Avenue Streetscape Plan responds to the unique local context of Emma Avenue while creating an identifiable, unified public space for Springdale's "main street".

The Emma Avenue Streetscape Plan is presented in detail on the following pages.





EMMA AVENUE STREETSCAPE PLAN

#### MAP KEY

- District A – West Emma:** West Emma Avenue from North Thompson Street/U.S. 71-B east to Shiloh Street.
- District B – Downtown Center:** West Emma Avenue from Shiloh Street east to Hewitt Street.
- District C – Tyson District:** East Emma Avenue from Hewitt Street east to Berry Street/Park Street.
- District D-1 – Jones Center:** Berry Street/Park Street east to Springdale Municipal Airport property line.
- District D-2 – Jones Center:** Springdale Municipal Airport property line east to Old Missouri Road/Highway 265.

## Focus Area: Emma Avenue Streetscape Improvements

### *West Emma (District A)*



WEST EMMA STREETSCAPE PLAN



WEST EMMA STREETSCAPE KEY PLAN

## OBJECTIVE

Extending from North Thompson Street/U.S. 71-B east to Shiloh Street, the West Emma district streetscape is designed to accommodate a variety of free-standing building types of various eras, heights, and setbacks. The West Emma district increases public parking with new angled street parking and supports the use of existing front yards for new outdoor retail and entertainment space associated with lot's primary building.

The West Emma district provides two travel lanes, a center turn lane, angled parking, new sidewalks, and new crosswalks. Additional details are provided on the facing page.





WEST EMMA STREETSCAPE SECTION

## STREETSCAPE IMPROVEMENTS

- Maintain existing street centerline
- 10-foot concrete sidewalks
- 15-foot, 45-degree angled parking; brick-look, pervious unit pavers
- Two (2) 12-foot travel lanes (one eastbound, one westbound)
- One (1) 12-foot center turn lane
- Historic gas lamp-style street lights with LED fixture, to match existing; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Corner bump-outs with gardens and street trees
- Crosswalks paved with brick-look, pervious unit pavers
- Four- (4) way stop signs at all intersections
- 86-foot back-of-sidewalk to back-of-sidewalk (nominal)

## Focus Area: Emma Avenue Streetscape Improvements

### *Downtown Center (District B)*



**DOWNTOWN CENTER STREETScape PLAN**

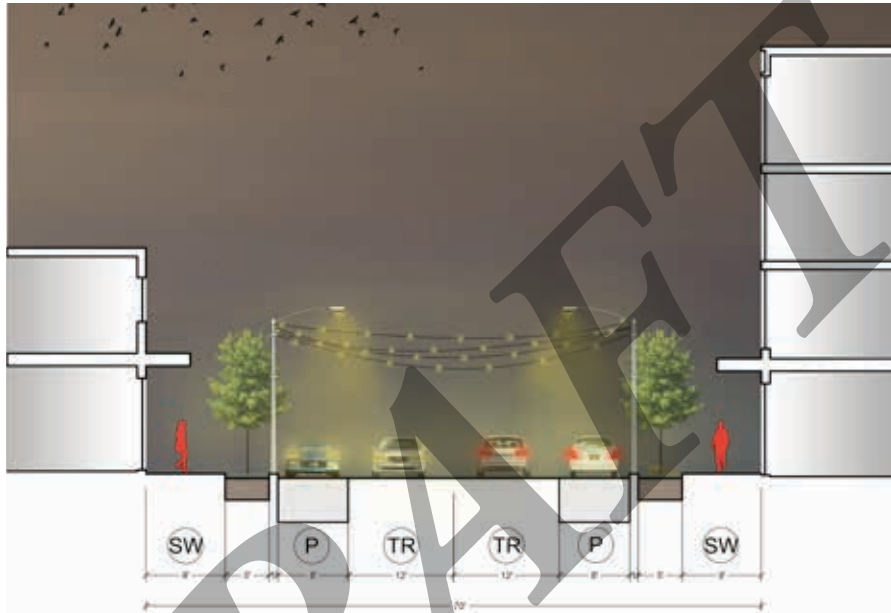


**DOWNTOWN CENTER STREETScape KEY PLAN**

## **OBJECTIVE**

Extending from Shiloh Street west to Hewitt Street, the Downtown Center district streetscape comprises the retail and entertainment core of Downtown Springdale. The Downtown Center district provides a multi-use, primary commercial street that supports outdoor sidewalk dining, sidewalk retail opportunities, and pedestrian-centric fairs and events (i.e. farmers' markets, art fairs, antique automobile shows, etc.). The Downtown Center district streetscape is designed to calm and slow traffic, provide ample district parking, and create a mixed-use central business district.

The Downtown district provides two travel lanes, parallel parking, and new crosswalks. Additional details are provided on the facing page.



DOWNTOWN CENTER STREETSCAPE SECTION

## STREETSCAPE IMPROVEMENTS

- Maintain existing street centerline
- 15-foot concrete sidewalks (nominal) to building line
- 8-foot, parallel parking with brick-look, pervious unit pavers
- Two (2) 12-foot travel lanes (one eastbound, one westbound)
- Historic gas lamp-style street lights with LED fixture, to match existing; 40 feet on-center (O.C.)
- Overhead string lights over street
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- Street trees in 5-foot square wells, 20-feet on-center (O.C.)
- Corner bump-outs with gardens
- Four- (4) way stop signs at all intersections
- 70-foot back-of-sidewalk to back-of-sidewalk (nominal)



## Focus Area: Emma Avenue Streetscape Improvements

### *Tyson District (District C)*



TYSON DISTRICT STREETScape PLAN



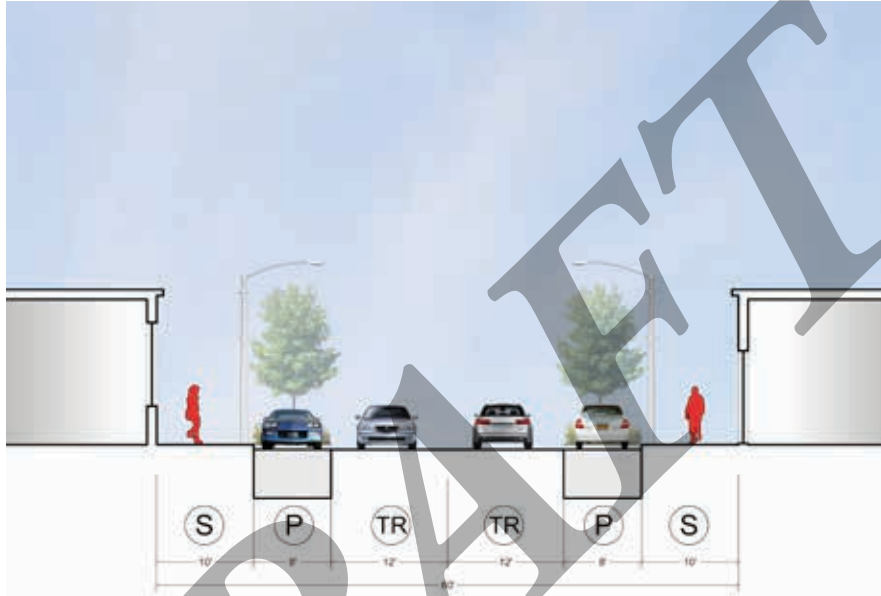
TYSON DISTRICT STREETScape KEY PLAN

## OBJECTIVE

Extending from Hewitt Street east to Berry Street/ Park Street, the Tyson district streetscape is designed to support the new office and retail uses of Tyson Foods new Downtown Springdale facility. The Tyson district streetscape works within the constraints of extremely narrow existing sidewalk widths and building line setbacks to provide a consistent and comfortable pedestrian environment through sidewalk and street lighting improvements.

The Tyson district provides two travel lanes, parallel parking, new lighting, and new crosswalks. Additional details are provided on the facing page.





TYSON DISTRICT STREETScape SECTION

## STREETSCAPE IMPROVEMENTS

- Maintain existing street centerline
- 10-foot concrete sidewalks (nominal) to building line
- 8-foot, parallel parking with brick-look, pervious pavers (where dimensions allow)
- Two (2) 12-foot travel lanes (one eastbound, Historic gas lamp-style street lights with LED fixture, to match existing; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- Corner bump-outs with gardens and street trees
- Four- (4) way stop signs at all intersections
- Approximately 60-foot back-of-sidewalk to back-of-sidewalk (nominal)

## Focus Area: Emma Avenue Streetscape Improvements

### *Jones Center (District D-1)*



JONES CENTER D-2 STREETScape PLAN

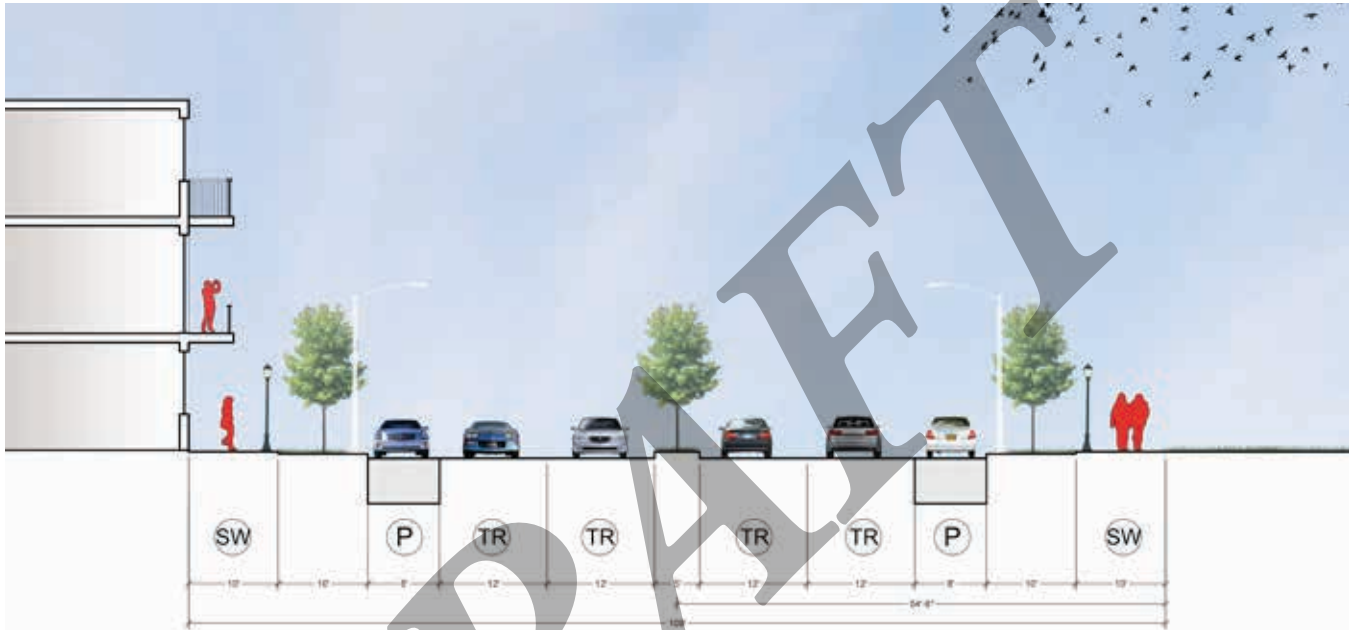


JONES CENTER D-1 STREETScape KEY PLAN

## OBJECTIVE

Extending from Berry Street/Park Street east to the property line of the Springdale Municipal Airport, the Jones Center D-1 district streetscape is designed as an urban boulevard to support both a variety of mixed-use residential and institutional uses while providing increased traffic capacity and flow. The Jones Center D-1 district provides four travel lanes, parallel parking, new lighting, new street streets, and new sidewalks and crosswalks.

Additional details are provided on the facing page.



JONES CENTER D-1 STREETSCAPE SECTION

## STREETSCAPE IMPROVEMENTS

- Maintain north property line
- 10-foot concrete sidewalks & 10-foot tree lawn
- 8-foot, parallel parking with brick-look, pervious unit pavers (where dimensions allow)
- Four (4) 12-foot travel lanes (two eastbound, two westbound) & center 5-foot median
- Two (2) 12-foot travel lanes (one eastbound, Historic gas lamp-style street lights with LED fixture, to match existing; 40 feet on-center (O.C.)
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- Corner bump-outs with gardens
- Four- (4) way stop signs at all intersections
- 109-foot back-of-sidewalk to back-of-sidewalk



## Focus Area: Emma Avenue Streetscape Improvements

### *Jones Center (District D-2)*



JONES CENTER D-2 STREETScape PLAN

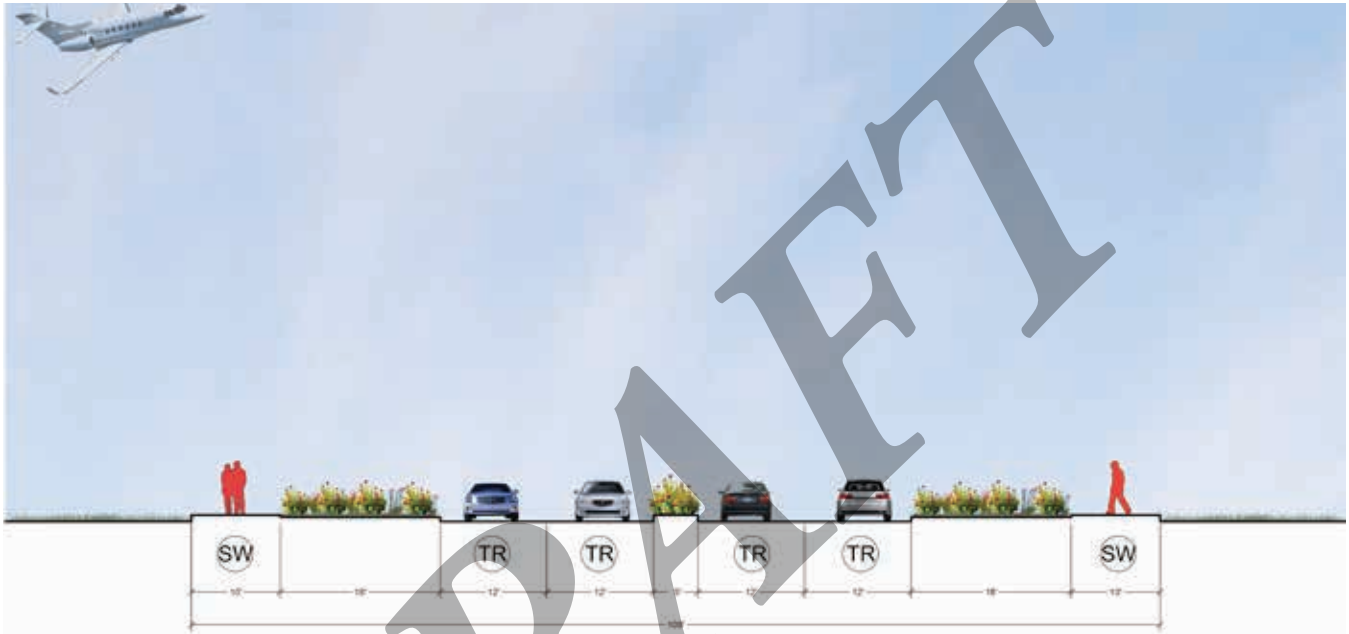


JONES CENTER D-2 STREETScape KEY PLAN

## OBJECTIVE

Extending from the property line of the Springdale Municipal Airport east to Old Missouri Road/Highway 265, the Jones Center D-2 district streetscape is designed as an urban boulevard—matching the configuration of the Jones Center D-1 district—but eliminating parallel parking and any protruding vertical elements. This is mandated to accommodate the flight path of the Springdale Municipal Airport.

The Jones Center D-2 district provides four travel lanes, new sidewalks, new crosswalks, and ground-level plantings to create a beautiful gateway entrance from Old Missouri Road. Additional details are provided on the facing page.



JONES CENTER D-2 STREETSCAPE SECTION

## STREETSCAPE IMPROVEMENTS

- Maintain south property line
- 10-foot concrete sidewalks
- 18-foot garden strip between sidewalk and curb
- Four (4) 12-foot travel lanes (two eastbound, two westbound) & center 5-foot median
- ADA-accessible curb cuts at 90-deg to street right-of-way (R.O.W.)
- Crosswalks paved with brick-look, pervious unit pavers
- 109-foot back-of-sidewalk to back-of-sidewalk
- No vertically-protruding elements (lights, trees, etc.) due to airport flight path



## Focus Areas

### *Spring Creek and Luther George Park*

The landscape and geography of Downtown Springdale is defined by Spring Creek. This natural feature is a major asset because Springdale is the only downtown in Northwest Arkansas built around a waterway. Though long-neglected, Spring Creek serves as the armature for the Razorback Greenway and the soon-to-be-built Walter Turnbow Park.

Building upon this momentum, the City of Springdale has the opportunity to further capitalize on Spring Creek and create an exemplary public space amenity that is completely unique in Northwest Arkansas.

Spring Creek is the physical feature that serves as the framework for the Downtown Springdale Master Plan's major public space initiatives. These include: an expanded Walter Turnbow Park and sculpture playground; and expanded Luther George Park; and new housing opportunities.

Each of these geographical focus areas, along with specific Focus Area Options, are summarized on the facing page and described in detail on the following pages.





### Focus Area 1

## *Turnbow Park Expansion*

Throughout the public engagement process, Downtown residents and stakeholders indicated that a major challenge facing Downtown Springdale is the lack of town square. The Master Plan recommends that a highly programmed, interactive “sculpture playground” with a variety of public space and recreational amenities be developed in the heart of Emma Avenue. This would be unique to Northwest Arkansas and would serve as regional draw.

Refer to pages 40-41 for additional details.



### Focus Area 2

## *Luther George Park*

Expanding Luther George Park and improving its visibility, configuration, and access is a top priority of Downtown residents. A new, rectangular park will have four (4) street-facing and a total area of approximately 14.25 acres. It will provide visibility and accessibility of the park from Emma Avenue and makes a physical connection between Emma Avenue, the Jones Center, and the neighborhoods south of Spring Creek.

Refer to pages 42-43 for additional details.



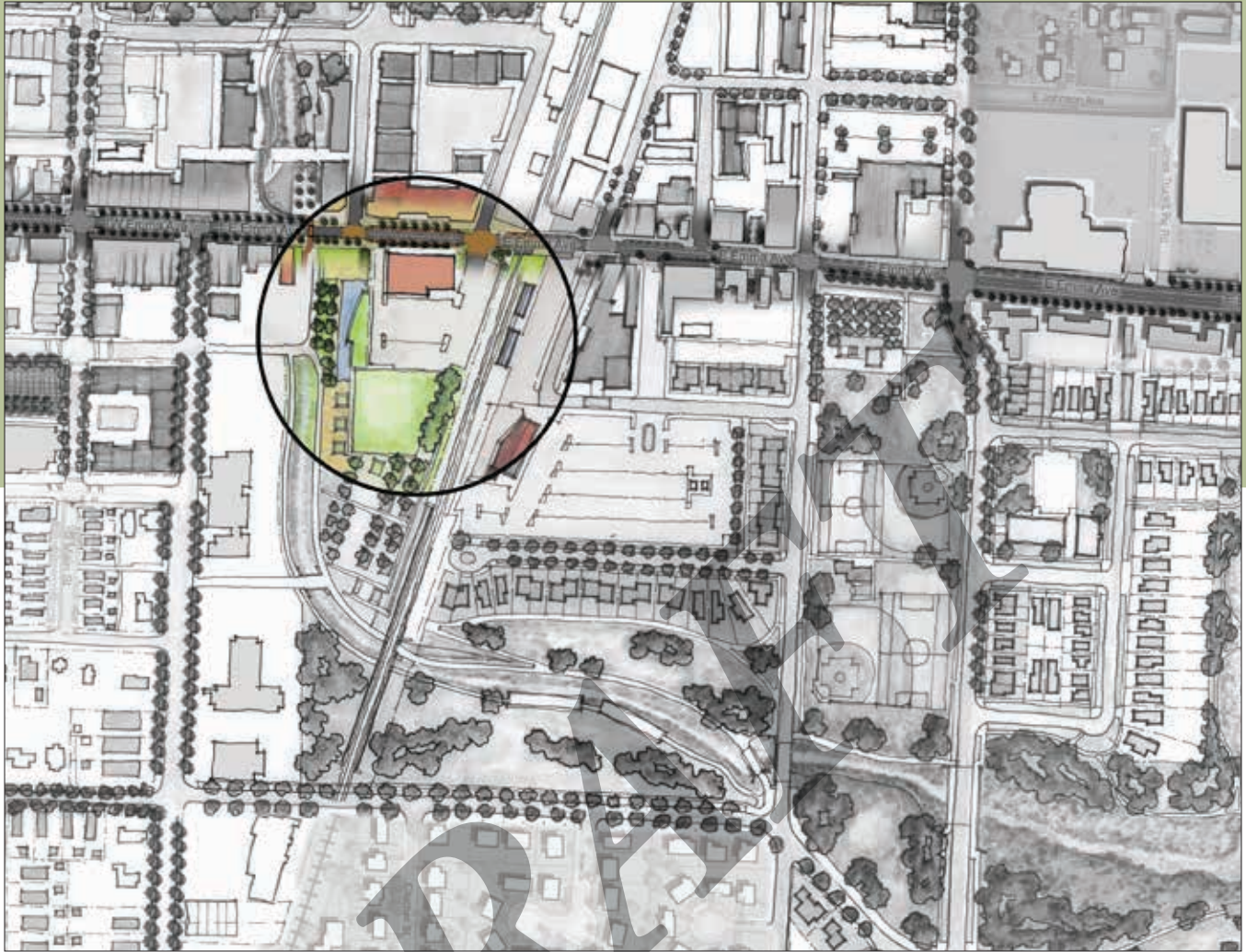
### Focus Area 3

## *Parkside Housing*

In conjunction with the expansion of Luther George Park, Master Plan recommends a series of new public open space improvements around Spring Creek. These improvements—with Spring Creek as their spine—will form an interconnected network of natural public open space for the creek and the Razorback Greenway to flow. They will also provide a major landscape amenity that supports the creation of new housing overlooking the park and creek.

Refer to pages 44-45 for additional details





## Focus Area 1

### *Turnbow Park Expansion & Sculpture Playground*

Throughout the public engagement process, Downtown residents and stakeholders indicated that a major challenge facing Downtown Springdale is the lack of town square. Springdale is the only Downtown in Northwest Arkansas that features a main street instead of a central square.

Recent and ongoing improvements including the Razorback Greenway, Walter Turnbow Park, and a proposed redesign of Shiloh Square have, however, begun to build a critical mass around a central Downtown gathering place on Emma Avenue. This has been further bolstered by the Jones Trust, which has stated its intention to build a regionally-significant sculpture garden and art park in Downtown Springdale.

The Master Plan recommends that this park be conceived of as a highly programmed, interactive “sculpture playground” with a variety of public space and recreational amenities. Such a park would be unique to Northwest Arkansas and would serve as regional draw to Downtown Springdale.

This park should be located along the greenway in the roughly-triangular area between the A-M Railroad and Spring Creek. It should be envisioned as connected to and an expansion of Turnbow Park and Shiloh Square. Due to existing constraints of property ownership, three (3) options for this park have been developed. They are presented in detail on the facing page.





## Turnbow Park & Sculpture Playground *Option 1*

### Features

Redevelopment of existing public parking lot; redevelopment of S. Commercial Street as new parking. Helpcard building and Bank of America building remain as is.

### Impact

Widened greenway crossing and public space extends Walter Turnbow Park south of Emma Avenue while keeping existing buildings intact.



## Turnbow Park & Sculpture Playground *Option 2*

### Features

Same as *Option 1*; includes redevelopment of the Bank of America building.

### Impact

Widened greenway crossing and public space connects to an expanded multi-purpose green space for passive recreation, an outdoor event venue (concerts, movie nights, etc.) and other public gatherings and events.



## Turnbow Park & Sculpture Playground *Option 3*

### Features

Full redevelopment of both the Helpcard and Bank of America sites.

### Impact

Existing buildings are replaced by a large public plaza to support a water play feature, outdoor event venue, passive recreation spaces, and a park building with a restaurant and rentable special event space. The central public space is fully connected across Emma Avenue and creates a new "Town Square".





## Focus Area 2

### *Luther George Park*

Expanding Luther George Park and improving its visibility, configuration, and access is a top priority of Downtown residents and stakeholders who participated in this Plan. This expansion works utilizes two (2) existing public works investments planned by the City: 1) realigning E. Maple Avenue with Success Avenue east of Water Street; and 2) realigning Park Street with Berry Street to create a four- (4) way intersection at Emma Avenue.

In addition to these road improvements, this plan recommends the reconstruction of Water Street south through the existing Luther George Park and across Spring Street to E. Maple Avenue. Luther George Park would then be reconfigured to extend from Park Street west to S. Water Street; and from

E. Maple Street north across Spring Creek and E. Meadow Street to E. Emma Avenue.

This new, rectangular park will have four (4) street-facing, publicly-accessible edges and a total area of approximately 14.25 acres (the existing park is 10.1 acres). This will accommodate up to two (2) baseball diamonds and two (2) rectangular fields, and/or a variety of passive recreation spaces. It also provides visibility and accessibility of the park from Emma Avenue and makes a physical connection between Emma Avenue, the Jones Center, and the neighborhoods south of Spring Creek.

Options for the expansion of Luther George Park are presented on the facing page.



## Luther George Park Expansion *Option 1*

In *Option 1*, the existing commercial block bounded by S. Water Street, E. Emma Avenue, Park Street, and E. Meadow Street will be retained for commercial use. S. Water Street will be extended south to E. Maple Avenue—as previously described—and Luther George Park will be reconfigured with boundaries along E. Meadow Avenue, S. Water Street, E. Maple Avenue, and Park Street.

### Features

The existing commercial frontage on Emma between S. Water Street and Park Street will be retained. Luther George Park will have four (4) street-facing, publicly-accessible edges.

### Impact

Emma Avenue commercial frontage will be maximized while still providing a reconfigured Luther George Park with improved access. The Park will effectively connect the neighborhoods north and south of Spring Creek, but will stop short of connecting directly to Emma or to the Jones Center. Luther George Park will increase in size by approximately one-half (1/2) acre, for a total area of approximately 10.75 acres.



## Luther George Park Expansion *Option 2*

In *Option 2*, S. Water Street will be extended south to E. Maple Avenue—as previously described—and Luther George Park will be expanded and reconfigured with boundaries along E. Emma Avenue, S. Water Street, E. Maple Avenue, and Park Street. The commercial block of Emma between S. Water Street and Park Street will be redeveloped as part of Luther George Park.

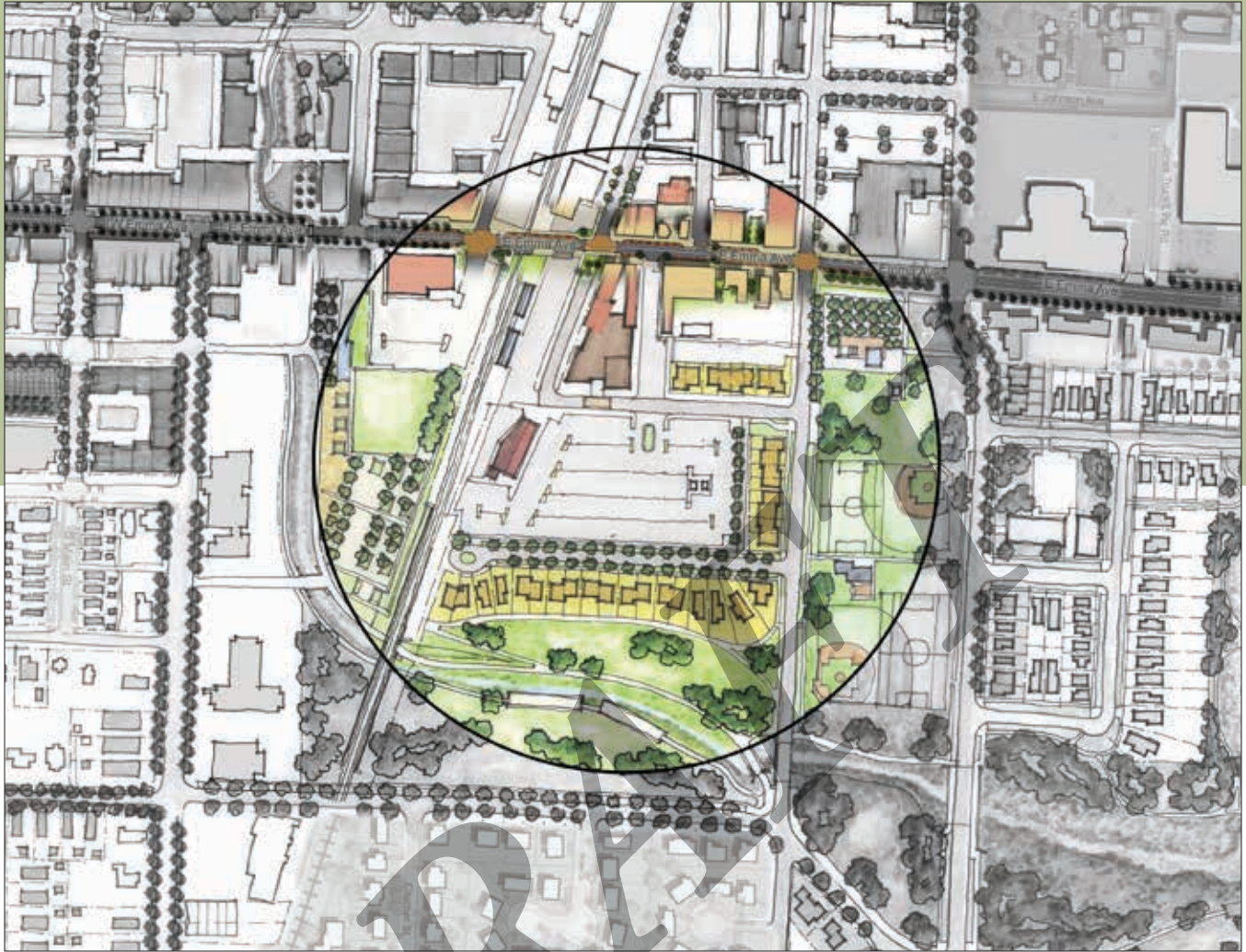
### Features

Luther George Park will front onto E. Emma Avenue and be directly visible from Emma and from the adjacent Jones Center campus. Luther George Park will have four (4) street-facing, publicly-accessible edges.

### Impact

Visibility and access to Luther George Park will be maximized. The Park will effectively connect the neighborhoods south of Spring Creek directly to Emma Avenue and to the Jones Center. Luther George Park will increase in size by over four (4) acre, for a total area of approximately 14.25 acres. The flexibility of programming and facilities in Luther George Park will be maximized.





### Focus Area 3

## *Parkside Housing Development*

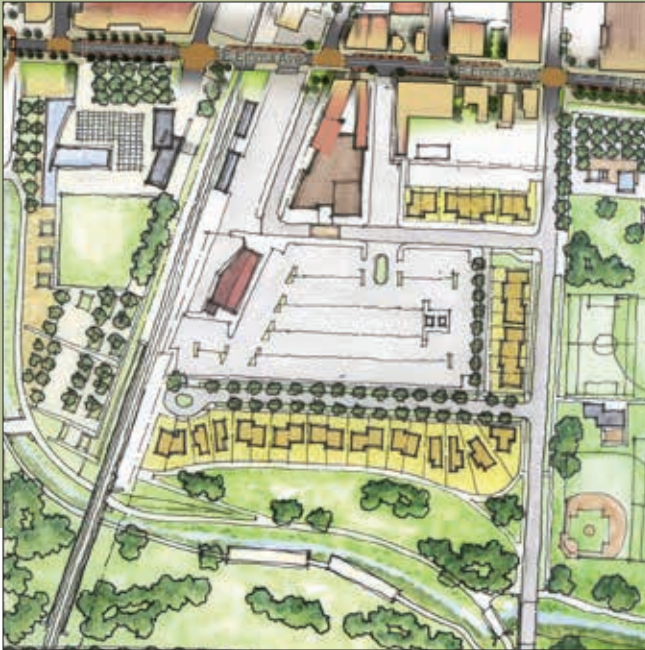
In Downtown Springdale, Spring Creek is classified as an impacted urban waterway. Channelized, built up to, and built over, Spring Creek suffers from poor water quality and causes significant flood risks to adjacent properties.

In conjunction with the expansion of Luther George Park, the completion of the Spring Creek daylighting through Walter Turnbow Park, and the City's realignment and improvements to Maple Avenue, the Downtown Springdale Master Plan recommends a series of new public open space improvements around Spring Creek. These include: the buyout and removal of flood-impacted

homes; creating large, floodable park spaces surrounding the creek, and providing green infrastructure to detain and filter runoff. These improvements—with Spring Creek as their spine—will form an interconnected network of natural public open space for the creek and the greenway to flow. They will also provide a major landscape amenity that supports the creation of new housing overlooking the park and creek.

One major redevelopment site is on the perimeter of Tyson Foods' new Downtown project. Two options for new parkside housing have been developed, and these are presented on the facing page.





## Parkside Housing Development

### *Option 1*

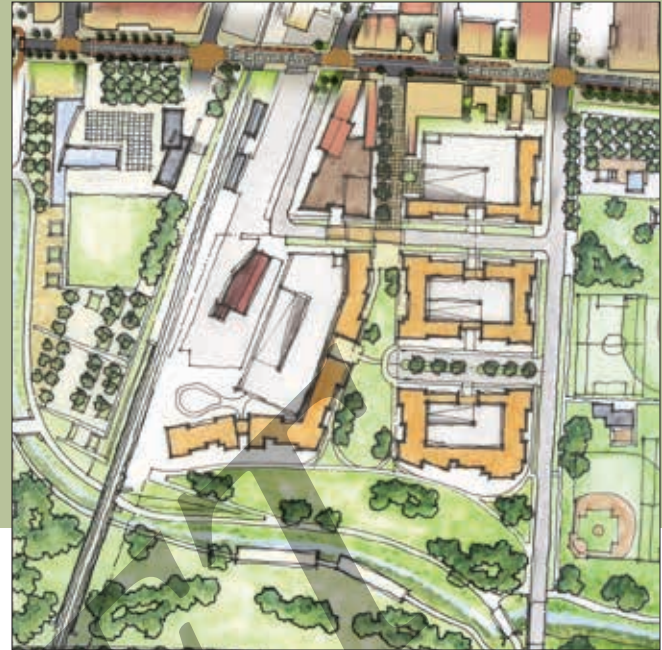
*Option 1* utilizes the existing plans for Tyson Foods' new surface parking lot south of E. Meadow Avenue and develops new, medium-density housing around the perimeter of the Tyson parking lot.

#### Features

Approximately 50 units of new housing are proposed in *Option 1*. This housing would be 2- to 3-stories and a mix of attached rowhouses, walk-up flats, and condominiums. All units would be self-parked (i.e. garages or parking spaces would be provided for all units on-site). Vehicular and service access would be from the rear of the lot, and the fronts of the units would overlook either Luther George Park or Spring Creek and the Razorback Greenway.

#### Impact

This scheme provides new, high-quality housing geared toward the anticipated growth demographic over the next 10 to 15 years. Housing would be of a scale, character, and density to the historic housing that currently exists Downtown. New housing will capitalize on the value that parks and green space provide Downtown.



## Parkside Housing Development

### *Option 2*

*Option 2* proposes a series of shared-used parking garages that would accommodate Tyson's parking needs as well as residential parking and supplemental parking for Downtown. This increased parking capacity allows for medium- to high-density condominium development.

#### Features

Approximately 200 units of new housing are proposed in *Option 2*. This housing would be 3- to 5-story condominium buildings with shared parking structures. All units would be self-parked (i.e. garages or parking spaces would be provided for all units on-site). Access will be from a series of interior driveways and a central green. Units will overlook the green, Luther George Park, or Spring Creek and the Razorback Greenway.

#### Impact

This scheme provides new, high-quality housing geared toward the anticipated growth demographic over the next 10 to 15 years. Housing will be more urban in nature. It will provide a definitive built edge to the park and provide the maximum capitalization on the value that parks and green space provide Downtown.

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## IMPLEMENTATION PLAN

**T**he Downtown Springdale Master Plan is an ambitious vision encompassing over 565 acres and an estimated \$150 million in public/private partnerships; public capital projects; and private redevelopment investments—all facilitated through new programming, operations, policy, and governance initiatives. The Implementation Plan summarizes the key priorities and actions to be taken by the City of Springdale, private investors, and community partners. These actions have been identified to orchestrate development, capital expenditures, and policy decisions in a coordinated way that overcomes existing barriers and maximizes the value of each investment.

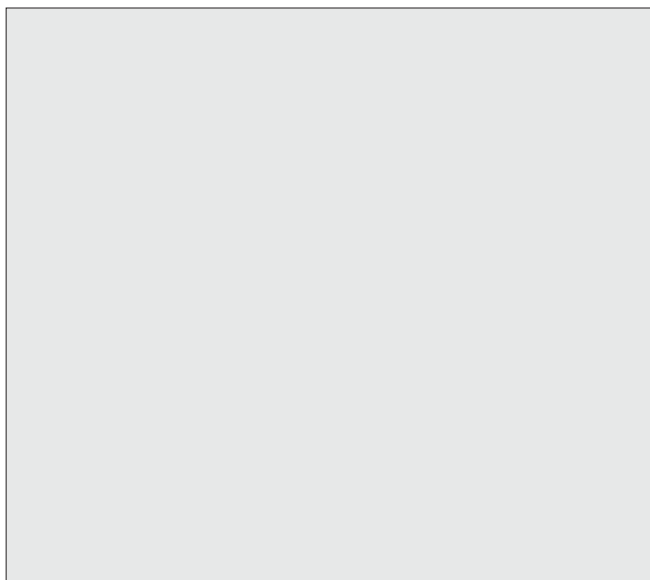


## *Implementation Success & Early Action Items*

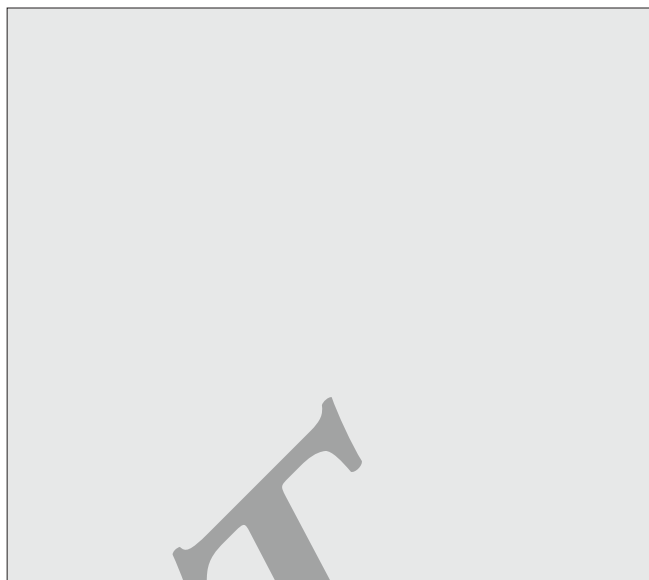
Today, Downtown Springdale is superbly-positioned to achieve implementation success and long-term, lasting revitalization. This is due to a number of factors, led by both the City of Springdale as well as private investors and other stakeholders, including:

- » Successful implementation of the Razorback Greenway, including Phase 1-A improvements to Spring Creek in Downtown Springdale;
- » Pending implementation of Phase 1-B improvements to Spring Creek, including the daylighting of the Creek and construction of Walter Turnbow Park.
- » An investment of \$1 million by the Tyson Foundation for Downtown revitalization activities;
- » An investment by Tyson Foods to locate two new office developments and approximately 300 new jobs in Downtown Springdale, including the renovation of Tyson's historic Emma Avenue headquarters; and
- » Expanded leadership by the Downtown Springdale Alliance.

Although there are still concerns expressed about crime, safety, and business retention Downtown, these developments represent a groundswell of momentum for the revitalization of Downtown Springdale. In addition, there is a growing regional perception that Downtown Springdale is “open for business”. This is evidenced by expressed senti-



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ments that it is easier than it was in the past to work with the City of Springdale on development initiatives, and that regulatory processes have been streamlined. There is also a renewed speculative real-estate market along Emma Avenue, with key buildings having been purchased by major regional investors.

In order to capitalize on this momentum and propel implementation of the Downtown Springdale Master Plan forward, the Implementation Plan identifies several key early action items. These items should be completed within 12 months or less of adoption of the Plan. They provide a critical foundation for future capital investments and development initiatives. They are:

1. **Build community capacity** by establishing a community-based development organization (CBDO) to guide implementation activities and access implementation funding sources.
2. **Establish a Downtown Springdale Historic District**, to be listed on the National Register of Historic Places. This will provide a framework for property owners and homeowners to access federal and state Historic Preservation Tax Credits.
3. **Develop a form-based code** for Downtown Springdale to codify the Master Plan's recommendations as a City ordinance and facilitate incremental implementation.

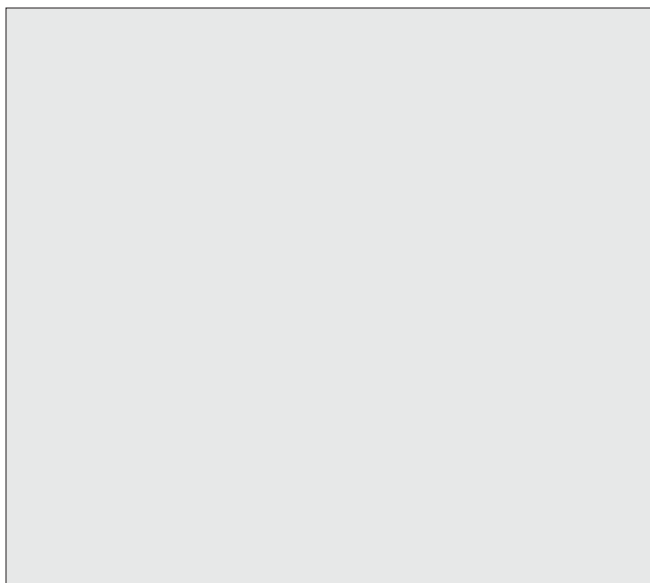
4. **Partner with the Springdale Housing Authority** to address obsolete public housing in Downtown Springdale and build a mixed-income neighborhood. This item includes identification of capital fund infrastructure projects as well as pursuit of large-scale planning and implementation resources like the HUD Choice Neighborhoods Program.

5. **Complete the redesign of Shiloh Square** so that improvements to Shiloh Square can be built in conjunction with the Phase 1-B implementation of Walter Turnbow Park.

6. **Work with the Jones Center for Families** to create a master plan and capital improvements program for the Jones Center campus.

Successful completion of these items will achieve important milestones in the implementation of the Downtown Springdale Master Plan. They will enhance the competitive position of Downtown Springdale in the Northwest Arkansas region address key issues identified by Downtown stakeholders, mostly utilizing existing resources.

These early action items are presented in detail on the following pages. All early action items should be completed no more than 12 months after adoption of the Downtown Springdale Master Plan, and some should be completed within six (6) months of completion of the Plan.



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## *Implementation Phasing*

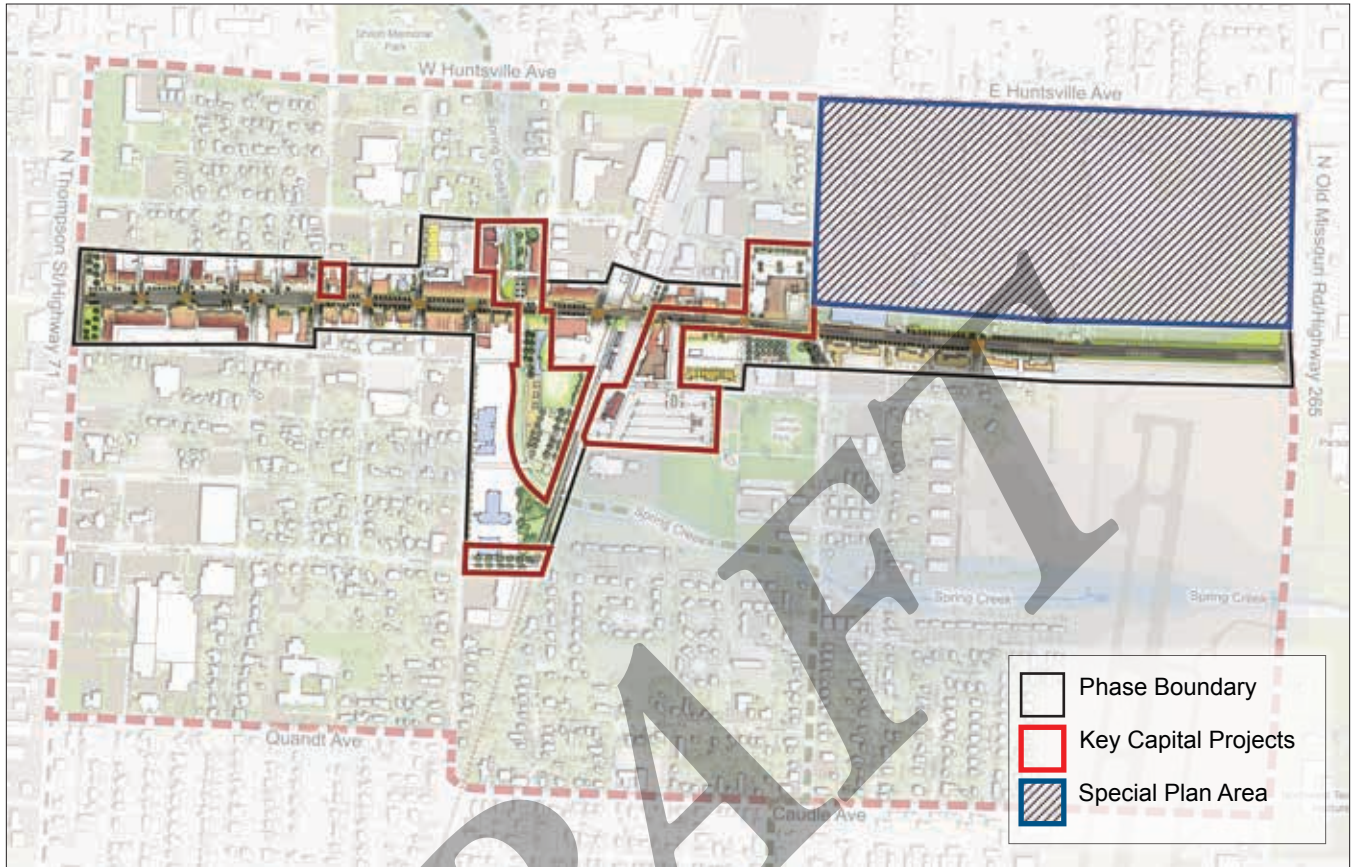
Implementation phasing identifies and prioritizes capital improvement projects and funding programs; establishes required policies and partnerships; and targets private development in strategic ways to maximize incremental financing and investment leverage potential. Implementation phasing should apply to the City of Springdale, private investors, and community partners and stakeholders.

Implementation is divided into four (4) key Phases: Phase 1 (short-term, 0-5 years); Phase 2 (medium-term, 3-7 years); Phase 3 (long-term, 7+ years); and Ongoing Activities (those activities which have already been initiated); This phasing strategy is a recommendation only; it is non-binding and does not prohibit existing or future development projects from occurring outside of specified phases.

Implementation Phasing is described in detail on the following pages.



# Implementation Phasing



## Phase 1 (0-5 Years)

### » Emma Streetscape Improvements

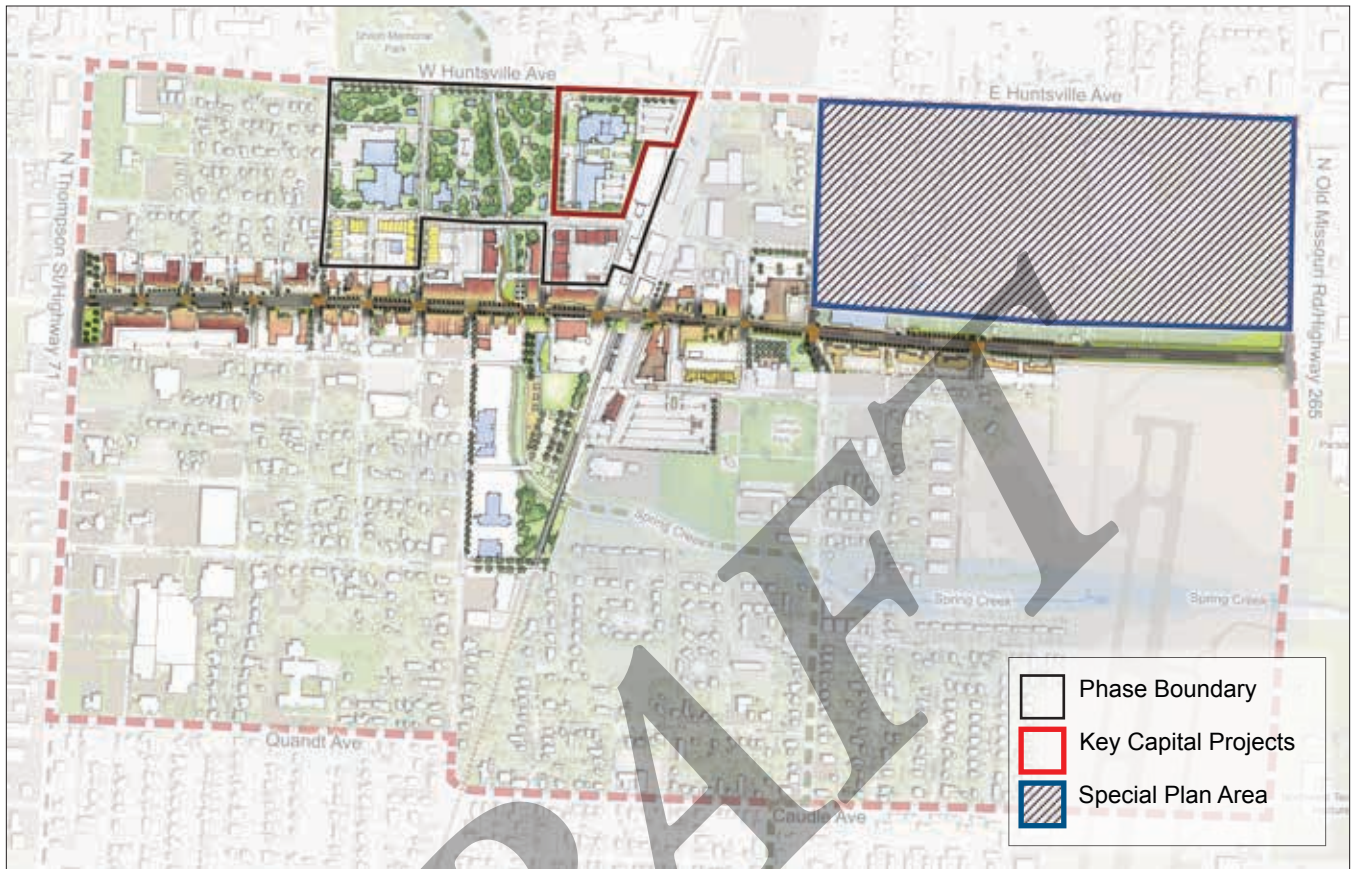
- District C: Tyson District (1)
- District A: West Emma (2)
- District B: Downtown Center (3)
- District D-1 & D-2: Jones Center (To be coordinated with the Jones Center Campus Master Plan)

### » Initiate Master Plan for the Jones Center for Families Campus

### » Key Capital Projects & Development Initiatives

- Tyson Foods' Downtown Springdale Projects
- Apollo Theater Renovation
- Walter Turnbow Park Phase 1-B
- E. Maple Avenue and W. Maple Avenue connection at A-M Railroad
- Shiloh Square Improvements
- Turnbow Park Expansion & Sculpture Playground

# Implementation Phasing



## Phase 2 (3-7 Years)

### » Campus District Gateway

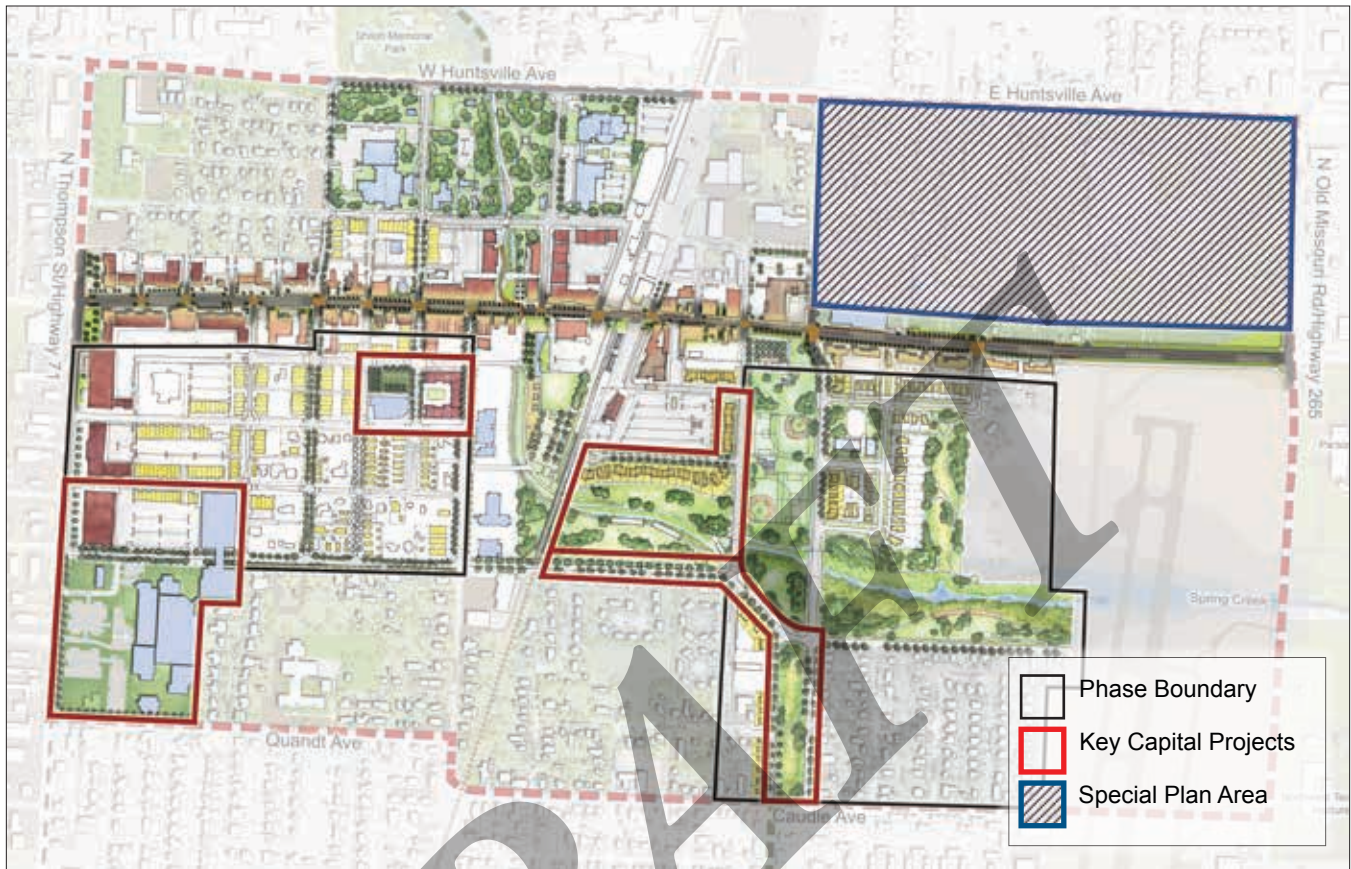
- New Springdale City Hall
- New Springdale Police Department
- Shiloh Museum expansion and improvements
- Gateway entrances at N. Shiloh Street, N. Main Street, and N. Spring Street
- Removal of Mill Street

### » Support Implementation of the Jones Center for Families Campus Master Plan

### » Key Capital Projects & Development Initiatives

- City of Springdale Municipal Campus Redevelopment





## Phase 1 (7+ Years)

- » **Luther George Park Expansion & Reconfiguration**
- » **Redevelopment of Existing Public Housing**
- » **Housing Infill and Redevelopment**
  - North of W. Maple Avenue, west of Holcomb Street, and south of W. Emma Avenue
  - North of E. Maple Avenue/Success Avenue, east of Park Street, and south of E. Emma Avenue
- » **North Thompson Street Commercial Redevelopment**
- » **Support Development of the Northwest Medical Center Campus**
- » **Support Implementation of the Jones Center for Families Campus Master Plan**

## » Key Capital Projects & Development Initiatives

- Realignment of E. Maple Avenue to Success Avenue
- Park Street public space and green infrastructure improvements
- ACO Artists' Housing
- Northwest Medical Center development



# Implementation Phasing



## Ongoing

1. **Establish a community-based development organization (CBDO or CDC)** to guide implementation activities and access implementation funding sources.
2. **Establish a Downtown Springdale Historic District**, to be listed on the National Register of Historic Places.
3. **Develop a form-based code** for Downtown Springdale to codify the Master Plan's recommendations as a City ordinance and facilitate incremental implementation.
4. **Partner with the Springdale Housing Authority** to address obsolete public housing in Downtown Springdale and build a mixed-income neighborhood.
5. **Complete the redesign of Shiloh Square** so that improvements to Shiloh Square can be built in conjunction with the Phase 1-B implementation of Walter Turnbow Park.
6. **Work with the Jones Center for Families** to create a master plan and capital improvements program for the Jones Center campus.
7. **Support and facilitate completion of the Walter Turnbow Park** and Phase 1-B of Spring Creek improvements.

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